



PATENT

Case Docket No. SPARC.096A  
Date: October 29, 2003

10/1684313

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Zachary J. Mason, Ph.D.  
Appl. No. : Unknown  
Filed : October 13, 2003  
For : PREDICTIVE ANALYSIS OF  
BROWSE ACTIVITY DATA  
OF USERS OF A DATABASE  
ACCESS SYSTEM IN WHICH  
ITEMS ARE ARRANGED IN A  
HIERARCHY  
Examiner : Unknown  
Group Art Unit : Unknown

I hereby certify that this correspondence and all  
marked attachments are being deposited with the  
United States Postal Service as first class mail in  
an envelope addressed to: Commissioner for  
Patents, P.O. Box 1450, Alexandria, VA 22313-  
1450, on

October 29, 2003

(Date)

  
Ronald J. Schoenbaum, Reg. No. 38,297

TRANSMITTAL LETTER

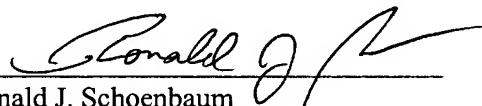
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

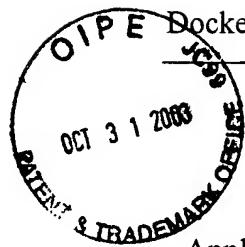
Dear Sir:

Enclosed for filing in the above-identified application are the following documents:

(X) An Information Disclosure Statement;  
(X) A PTO Form 1449 listing eleven (11) references, four (4) of which are enclosed; and  
(X) A return prepaid postcard.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit  
any overpayment, to Account No. 11-1410.

  
Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
Customer No. 20,995  
(949) 760-0404

**INFORMATION DISCLOSURE STATEMENT**

Applicant	:	Zachary J. Mason, Ph.D.
App. No.	:	Unknown
Filed	:	October 13, 2003
For	:	PREDICTIVE ANALYSIS OF BROWSE ACTIVITY DATA OF USERS OF A DATABASE ACCESS SYSTEM IN WHICH ITEMS ARE ARRANGED IN A HIERARCHY
Examiner	:	Unknown
Group Art Unit	:	Unknown

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Enclosed is form PTO-1449 listing eleven (11) references. Copies of the seven (7) listed U.S. patents documents are not included pursuant to PTO waiver of the requirement under 37 C.F.R. § 1.98(a)(2)(i) for applications filed after June 30, 2003. Copies of all other references, are enclosed.

This Information Disclosure Statement is being filed with an RCE or within three months of the filing date of this application and no fee is required in accordance with 37 C.F.R. § 1.97(b)(1), (b)(2), or (b)(4).

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 10-29-03

By: Ronald J. Schoenbaum

Ronald J. Schoenbaum  
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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
SPARC.096AAPPLICATION NO.  
Unknown

OCT 31 2003

INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT

(USE SEVERAL SHEETS IF NECESSARY)

APPLICANT  
Zachary J. Mason, Ph.D.FILING DATE  
October 13, 2003GROUP ART UNIT  
Unknown

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE (IF APPROPRIATE)
	4,870,579	09/26/89	Hey			
	5,221,261	06/22/93	Termin, et. al.			
	5,848,396	12/08/98	Gerace			
	6,266,649 B1	07/24/01	Linden, et. al.			
	2001/0014868 A1	08/16/01	Herz, et. al.			
	6,321,179 B1	11/20/01	Glance, et. al.			
	6,466,918 B1	10/15/02	Spiegel, et. al.			

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

EXAMINER INITIAL	OTHER DOCUMENTS (INCLUDING AUTHOR, TITLE, DATE, PERTINENT PAGES, ETC.)
	Middleton, S., De Roure, D., and Shadbolt, N., "Capturing knowledge of user preferences: ontologies in recommender systems," Proceedings of the International Conference on Knowledge Capture, Victoria, BC, Canada, ACM Press, pp. 100-107 (2001).
	Widyantoro, D., Ierger, T., and Yen, J., "An adaptive algorithm for learning changes in user interests," Proceedings of the Eighth International Conference on Information Knowledge Management, Kansas City, Missouri, ACM Press, pp. 405-412 (1999).
	Mobasher, B., Cooley, R., and Srivastava, J., "Automatic personalization based on Web usage mining," Communications of the ACM, Volume 43, Issue 8, pp. 142-151 (August 2000).
	Resnik, P., "Selection and Information: A Class-Based Approach to Lexical Relationships," The Institute for Research In Cognitive Science, pp. 1-161 (December 1993).

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EXAMINER	DATE CONSIDERED
*EXAMINER: INITIAL IF CITATION CONSIDERED, WHETHER OR NOT CITATION IS IN CONFORMANCE WITH MPEP 609; DRAW LINE THROUGH CITATION IF NOT IN CONFORMANCE AND NOT CONSIDERED, INCLUDE COPY OF THIS FORM WITH NEXT COMMUNICATION TO APPLICANT.	